

Songji Og

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Profile

Marketing strategist specializing in growth marketing and brand communication. Experienced in ASO, data analysis, and campaign planning, with a strong track record of leading marketing projects, including collaborations with 3M and Uber. Gained hands-on experience in CRM message planning and data-driven optimization during a growth marketing internship.

Education

Mar 2021 — Present

Ewha Womans University

- B.A in English Language and Literature, GPA: 3.37/4.3
- Double major in Business Administration

Campus Experience

Mar 2024 — Dec 2024

Marketing & Public Relations Club EPRIS

As the Head of Operations for the Marketing & PR Club EPRIS, led the establishment of industry-academic collaboration projects with various companies and actively developed hands-on marketing experience.

Industry-Academic Collaboration Projects

- 3M Korea Marketing Project (1st Place)
Developed a brand communication strategy for Post-it, targeting young adults through digital marketing and integrated marketing communication (IMC) campaigns.
- Tinder Brand Communication Project
Developed a download growth strategy and enhanced the brand image for women in their 20s by leveraging digital channels and localized content.
- Other Projects
Directed digital campaign planning for Uber, Binggrae, and Nexus, focusing on digital marketing, brand communication, and user engagement.

Employment

Jan 2025 — Feb 2025

Growth Marketing Intern at Metric Studio

- Samsung Shop ASO Project
Evaluated app performance metrics and delivered weekly performance reports throughout the S25 promotion period using tools like Google Play Console, App Store Connect, and Apptweak.
Identified outlier countries in weekly performance reports and analyzed the underlying causes.
- Chanel CRM Project
Developed and optimized CRM strategies (KakaoTalk messages & push notifications) to enhance conversion rates.
Designed new segmented customer groups based on behavioral data for personalized targeting.

Skills

- Language: TOEIC 955 (Feb 2024) OPIc IH (Feb 2024)
- Skills: MS Office, GAC(Google Analytics), Apptweak, Figma